



WBNS-TV, Inc.
DEPT L-1133
COLUMBUS, OH 43260-1133

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 103562

Schedule Dates 10/23/12-11/06/12
Advertiser Hoover for Judge/Herrell for Sheriff (9256)
Agency Strategic Media Placement (3256)
Product Political/Candidate (1161)
Brand political candidate (1775)
Salesperson House, WBNS (1254)
Sales Office WBNS-TV
Buyer Name
Phone/Fax /
CPE 3007 hoover herrell
Account Types Local/Political Candidate
Billing Type Standard
Comments

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Veronica Papp
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,162.50
Net Total \$40,587.50
Sales Tax

WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	19	\$10,500.00
Nov. 2012	29	\$37,250.00
Grand Total:	48	\$47,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/23/12 10/26/12	5	:30	5:57A- 7A (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	WBNS-TV (WBNS)	6a	10/22/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	5:57A- 7A (EST)	5	X	X	X	X	X			5	\$800.00	\$4,000.00	WBNS-TV (WBNS)	6a	10/22/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	5:57A- 7A (EST)	2	X	X						2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	6a	10/22/12
4.0	Normal Line / SPOT	10/23/12-10/26/12	5	:30	5P- 6P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	WBNS-TV (WBNS)	5p	10/22/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	5P- 6P (EST)	4	X	X		X	X			4	\$1,000.00	\$4,000.00	WBNS-TV (WBNS)	5p	10/22/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5P- 6P (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	5p	10/22/12
7.0	Normal Line / SPOT	10/23/12-10/25/12	5	:30	6P- 6:30P (EST)	3		X	X	X				3	\$1,000.00	\$3,000.00	WBNS-TV (WBNS)	6p	10/22/12
8.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	6P- 6:30P (EST)	4	X		X	X	X			4	\$2,000.00	\$8,000.00	WBNS-TV (WBNS)	6p	10/22/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	6P- 6:30P (EST)	1	X							1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	6p	10/22/12
10.0	Normal Line / SPOT	10/24/12-10/27/12	5	:30	11P- 11:35P (EST)	3			X	X		X		3	\$650.00	\$1,950.00	WBNS-TV (WBNS)	6p	10/22/12
11.0	Normal Line / SPOT	10/29/12-11/04/12	4	:30	11P- 11:35P (EST)	6	X	X	X	X	X	X		6	\$2,000.00	\$12,000.00	WBNS-TV (WBNS)	late news	10/22/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11P- 11:35P (EST)	1	X							1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	late news	10/22/12
13.0	Normal Line / SPOT	10/27/12-10/27/12	5	:30	4:58A- 6:56A (EST)	1					X			1	\$100.00	\$100.00	WBNS-TV (WBNS)	10tv news hd sat weekend news	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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14.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	4:58A- 6:56A (EST)	1						X		1	\$200.00	\$200.00	WBNS-TV (WBNS)	10tv news hd sat weekend news	10/22/12
15.0	Normal Line / SPOT	10/27/12-10/27/12	5	:30	6:57A- 9A (EST)	1						X		1	\$300.00	\$300.00	WBNS-TV (WBNS)	cbs this morning saturday	10/22/12
16.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:57A- 9A (EST)	1						X		1	\$800.00	\$800.00	WBNS-TV (WBNS)	cbs this morning saturday	10/22/12
17.0	Normal Line / SPOT	10/28/12-10/28/12	5	:30	6:28A- 8:30A (EST)	1							X	1	\$100.00	\$100.00	WBNS-TV (WBNS)	sun morn news	10/22/12
18.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6:28A- 8:30A (EST)	1							X	1	\$200.00	\$200.00	WBNS-TV (WBNS)	sun morn news	10/22/12
19.0	Normal Line / SPOT	10/28/12-10/28/12	5	:30	8:58A- 10:30A (EST)	1							X	1	\$400.00	\$400.00	WBNS-TV (WBNS)	cbs sunday morning	10/22/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8:58A- 10:30A (EST)	1							X	1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	cbs sunday morning	10/22/12
21.0	Normal Line / SPOT	10/28/12-11/04/12	5	:30	11A- 11:30A (EST)	1							X	2	\$250.00	\$500.00	WBNS-TV (WBNS)	capitol square	10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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